



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Tom Manheim  
Public Outreach Manager

**SUBJECT: SUNSHINE REFORM  
BUDGET DETAIL**

**DATE:** May 9, 2007

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Approved	/s/	Date	05/11/07
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## **RECOMMENDATION**

It is recommended that City Council consider the following amendments to the 2007-2008 Proposed Operating Budget in the General Fund:

- 1) Increase the City Manager's Office's personal services appropriation by \$226,100. This would include the addition of 1.0 Video/Multimedia Producer and 1.0 Public Records Manager (Administrative Manager);
- 2) Increase the City Manager's Office's non-personal/equipment appropriation by \$350,000;
- 3) Increase the City Clerk's Office's personal services appropriation by \$91,400. This would include the addition of 1.0 Analyst;
- 4) Increase the City Clerk's Office's non-personal/equipment appropriation by \$25,000;
- 5) Increase Information Technology's non-personal/equipment appropriation by \$367,500;
- 6) Increase the City Attorney's Office's non-personal/equipment appropriation by \$50,000;
- 7) Increase General Services' non-personal/equipment appropriation by \$20,000;
- 8) Decrease the Public Outreach and Education City-Wide appropriation by \$30,000;
- 9) Eliminate the City-Wide Sunshine Reforms appropriation (\$1,100,000) to fund the actions above; and

## **BACKGROUND**

To address new requirements growing out of both the Sunshine Reforms and Reed Reforms, the recently released *2007-2008 Proposed Operating Budget* recommended \$1.1 million (\$350,000 ongoing) and committed to provide detail of this expenditure in a Manager's Budget Addendum. This MBA provides that detail.

Both the Reed Reforms and Sunshine Reforms are focusing attention on improving public access to information about the City. Generally, these efforts have focused in two areas: 1) better access to City records; and, 2) better access to information about public meetings. The proposals contained in this MBA will address many of the needs that have been so far identified.

## **ANALYSIS**

1. Sunshine Reform Task Force Staffing: This proposal would continue a temporary administrative support position and provide additional support materials to sustain the work of the Sunshine Reform Task Force, as well as initial implementation efforts. (\$100,000 one-time).
2. Sunshine Reform Task Force Legal Support: \$50,000 in one time funding for the City Attorney's Office would provide continued legal support to the Sunshine Reform Task Force.
3. City Clerk: This proposal would add an Analyst position (\$91,400 ongoing) to increase capacity in the Office of the City Clerk for posting of meeting notices, agendas, related materials, and minutes for all of the city's approximately 55 Boards, Committees and Commissions, respond to requests for information, and expand access to public records. In addition, the proposal will provide funding (\$25,000 one-time) for computer/scanner upgrades, and for a citywide Public Records Act training program to ensure timely and accurate compliance.
4. Public Records Manager: This recommendation would add a Public Records Manager position (\$131,100 ongoing) with responsibility for citywide electronic and paper document management and retention. This position will lead the City's document retention and management practices. At this time, we believe this position would best be placed in the City Manager's Office, however discussions with the City Clerk's Office are ongoing to determine whether it would be better placed in that office.
5. I.T. Technical Assistance: This recommendation at an ongoing cost of \$42,500 will provide contractual technical support for a new content management application software system that the Information Technology Department would purchase using funds in the technology reserve (also recommended in the *2007-2008 Proposed Operating Budget*).
6. Video/Multimedia Producer: This proposal, at an ongoing cost of \$65,000 will make permanent the addition of a position that was added temporarily this spring to facilitate cablecasting of additional public meetings on *CivicCenter Television*. Since moving into new City Hall, meeting coverage has expanded significantly without the addition of staff. Two years ago, meeting coverage was limited to City Council meetings and an occasional Study Session. Because most study sessions were held offsite, these were handled by an outside contractor. Since moving into the new City Hall, the amount of time spent in meeting coverage has nearly doubled. In addition, the City's comprehensive online webstreaming system, which was also added since moving to the new City Hall, has created an additional significant workload to this unit. The Sunshine Reform Task Force and the Reed Reforms have created an expectation that Planning Commission meeting coverage will be added to the list of meetings televised and webstreamed by CivicCenter Television. The addition of Planning Commission meeting coverage will require more hours of meeting coverage, but more importantly more nighttime hours which presents a scheduling challenge. This proposal will allow the commencement of Planning Commission Meeting coverage to

begin at the start of the fiscal year. The additional \$30,000 necessary to fully fund this position would come from Citywide Outreach and Education.

7. Light and Sound Technician Contract Support: This proposal would provide \$20,000 in ongoing funding to General Services for increased audio-visual meeting support. Currently, two staff Light and Sound technicians provide both set up and meeting support for all audio-visual services at City Hall. This proposal would add capacity in General Services to contract for additional A-V support for Planning Commission meetings coverage and to meet peak work demands when competing meetings require simultaneous support for multiple public meetings.
8. Website Evaluation: The City's website has become the primary vehicle to make City information available to the public and through which the public learns about and makes assumptions about the City. While the Sunshine Reform Task Force has yet to complete its work, it is clear that the push for Sunshine will increase the City's use of the website as a mechanism to improve transparency. This proposal would provide \$250,000 for a comprehensive website analysis to evaluate the City's web services in the following ways:

- a. Assessment of technologies and tools: A comprehensive review of services needed from the City's website will include: 1) an evaluation of the existing sites features and functions; 2) the unmet needs as defined by a variety of focus groups that access the website; and, 3) a review of the prominent technologies and tools employed by other public and private organizations utilizing the internet as a principal communications medium. This review will include features and functions of search capabilities, security and encryption capacities, site links, pop ups and drop downs, notification tools, email messaging, chat room features, and other industry standard optional tools and technologies which would enhance the functionality as service of the City's website.

To address anticipated Sunshine Reform requirements, web tools will need to include the capability of:

- i. searching large collections of data stored in multiple digital forms;
  - ii. allocating usage, and tracking information for billing purposes;
  - iii. conducting dynamic and interactive surveys;
  - iv. completing dynamic and interactive forms;
  - v. presenting video material on request;
  - vi. providing linkage to other related site locations;
- b. Navigation and design: Using new tools and technologies to create and maintain a large volume of data for public is only part of the solution. There is a critical need to redesign the navigation structure by which the public and private customer easily and naturally access the information desired in an efficient and effective manner. Absent this work, the information may be available online, but may not be found. Attention will be given to the format and content of the City's homepage, the links to important

information, and the guides available to assist customer to readily tour the various information sources with a high degree of ease.

8. Expanded Electronic Storage: This proposal sets aside \$325,000 (one-time) to meet the unique data storage needs that will be required for the new retention and retrieval rules resulting from the Sunshine Reform ordinances and policies. The current data storage and retrieval systems have been established by the various departments for the purpose of meeting their day-to-day operational requirements, as well as for normal backup and recovery purposes. This increased storage and improved retrieval tools would be purchased as an additional module for the Storage Area Networks (SANS) system that is currently being purchased. The module cost will be determined by the final policies and guidelines recommended by the Task Force and adopted by the City Council, which will establish the volume and retention schedule for data to be stored and the sophistication of the software retrieval tools appropriate to Sunshine. This recommendation will also address concerns raised by the City Attorney's Office over new Electronic Discovery requirements.

## **CONCLUSION**

The proposals contained in this MBA will allow the City to make significant progress in increasing transparency and access to public meetings and records, and will provide continued support of the Sunshine Reform Task Force.

## **COORDINATION**

The information in this memorandum has been coordinated with the City Clerk's Office, City Attorney's Office, along with the General Services and Information Technology departments.

/s/  
Tom Manheim  
Public Outreach Manager